



The Challenge is on!



Welcome to the Ironman Challenge

The Ironman is coming to town! YEA! For those of you who haven't been a part of the rush and emotional wave that is the Ironman, you're in for a treat. Whether you're competing, volunteering or spectating, the Ironman will become a part of you, and once you catch the bug, there's no anti-virus that will cure the feeling. The Mayors of the cities of Tempe and Chandler have initiated a program where some of the local authorities have been recruited to build the hype, prepare the local athletes and develop a community of resources to benefit everyone.

The Ironman Challenge started while debating some topical political issue, who knows what with those two, but it continued to heat up. The City of Tempe Mayor Hugh Hallman and City of Chandler Mayor Boyd Dunn soon were in a face-to-face discussion that landed them talking about who had the best fit city... and thus the birth of the "our Ironman athletes are better than yours" challenge.

The local representatives called on to assist in developing each "TEAM" include:

- Kristina Baxter – City of Tempe – Tempe Media Relations
- Jim Phipps – City of Chandler – Chandler Media Relations
- David Benjes – DCB Extreme Adventures - Coach, Team Tempe
- Steve Carson – Chandler School District, Track Coach - Coach, Team Chandler
- Jeff Suffolk – Red Rock Triathlon – Media Event Coordination
- Memo de Leon – Swimmers Edge – Swim Resource
- Brent Ruegamer – Landis Cyclery – Bike Resource
- Jeremy Hendricks – Performance Footwear – Run Resource
- Becky McGregor – Foothills Sports Medicine and Rehabilitation
- Tod Miller – Whole Body Coaching

After meeting and discussing the Ironman Challenge, the team improved on the original idea, and the Challenge mushroomed into a program that will offer local triathletes all the possible resources for their training and educational needs.



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The Cities have entrusted this developing program to this TEAM of experts who have volunteered their time and resources in order to prepare these athletes for the upcoming Challenges. The TEAM will recruit local coaches, running, swimming, biking and triathlon clubs and teams as well as other experts to assist this community in preparing for their chosen mission. And to have some fun... because we do this because we love it, and want to share the lifestyle that this sport has to offer.

In order to provide our team (and all athletes, whether you are training for the Ironman or for a local 10K) with the resources and education to properly train for their goal, we have teamed up with great local businesses like Swimmers Edge, Landis Cyclery and Performance Footwear, who will be on hand at each challenge and media event to answer questions you may have regarding your training or equipment. We have the expertise of Foothills Sports Medicine on hand to provide consultation and massage therapist Tod Miller to provide therapy... We will have a comprehensive list of all local clubs, coaches, and events so every athlete will be prepared for their challenge.

Several media events have been planned as a means of promoting the challenge and giving all athletes an opportunity to practice with the TEAMS. Those events will be held at the Tempe Town Lake Marina at 5AM on the following dates:

- **Wednesday, September 8th** – Mini Triathlon and Introductions
 - TEAM TEMPE and CHANDLER Athletes will receive their “goodie bags” at this event
- **Wednesday, October 27th** – Swim Event
- **Tuesday, January 4th** – Run Event
- **Tuesday February 22nd** – Bike Event
- **Tuesday, April 5th** – Transition Class and Ironman Arizona preparation

At each of these events there will be resources on hand to obtain information on Swimming, Running and Biking. Local Triathlon Clubs will be there in force to help get you motivated as well as Coaching experts and Sports Therapy gurus.

This is FREE to everyone... So come on down to these events and have some fun!



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The TEAMS will participate in monthly "challenges", where TEAM TEMPE and TEAM CHANDLER will go head to head at a local fitness event. The WINNER will be determined by averaging the fastest 5 TEAM members to cross the finish line at each event. We have an overall trophy that will be adorned with a plaque from each "challenge". The respective winning team will hold onto the trophy until the next "challenge".

Of course our "MAIN EVENT" will be the Arizona Ironman, April 9th, 2005 at Tempe Town Lake!

TEAM Challenges:

OCTOBER

2 – DCB Extreme Adventures, Tempe Town Lake Dam to Dam Open Water Swim

Challenge: 2.4 Mile open water swim

NOVEMBER

(October 31) – Red Rock Triathlon, SOMA Half Ironman (Tempe Town Lake)

Challenge: Half Ironman (1.2 mile swim, 56 mile bike, 13.1 mile run)

DECEMBER

5 – Runner's Den Fiesta Bowl Distance Classic

Challenge: 13.1 Mile Run and Social Party!

JANUARY

9 – Elite Racing, Rock 'n Roll Marathon

Challenge: 26.2 Mile Run

FEBRUARY

Bike EVENT – Date TO BE DETERMINED...

MARCH

26 – DCB Extreme Adventures, Tempe Town Lake Dam to Dam Open Water Swim

Challenge: 2.4 Mile open water swim



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APRIL

9 – Ironman Arizona!

Challenge: Ironman (2.4 mile swim, 112 mile bike, 26.2 mile run)

The winning TEAM will receive a catered party upon one of the Rio Lago Party Barges at Tempe Town Lake, as well as a pass to the AVP Pro Beach Volleyball Event!

The losing Mayor will compete in his own Ironman Challenge, swimming, biking and running an undetermined distance that will have the respective “loser” running around the Opposition’s City office.

We hope that this will spur additional monthly challenges, and there’s a continued effort to make available to the community the resources it needs to set fitness related goals and be healthy.

If you’re a coach, team or supporter in any way to this great sport, please contact either of us right away to take advantage of this opportunity!

Please go to the City of Tempe’s website (<http://www.tempe.gov/rio/events/Tempe-ChandlerIMChallenge.htm>) for up to date information and register your e-mail with Diana_Meyer@tempe.gov.

Thank you for joining us in this adventure! Please feel free to contact either of us regarding the events,

Sincerely,

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